PRESERVED

App. F. IX-4

Previous Referenees 1935-6 (Dec)

File No. 335-35

Serial Nos. 1-10

Letter References

GENERAL AND REVENUE SECRETARIAT.

Serial Nos. Jan

P. 45

45

Part B for April 1938

SUBJECT.

Mysore Emporium in Calcutta

WD 0295—GPB—22,500—13-8-37

Jan 4/5/38

JLC-335-35

DEWAN'S OFFICE
1 JUNE 1936
No. H. 1.3.19

DEWAN'S MINUTE.

FILE No. 193 .

GEN. & REV. SECRETT. JLC
12 JUNE 1936
DEWAN'S OFFICE

a Mysore Emporium in Calcutta.

Mr B. C. Mallick has some ideas in regard this which are well worth consideration. The question of opening an emporium for sale of Mysore goods in Calcutta may be examined.

JLC
11-6-36

Secy)

2) A.D.C. to Dewan I

11.6.36.

11.6.36

3) Chief Draftsman
12/6/36

Dewan Secy) 13.6.36

837/36

14.6.36.

4) 15/6/36

% The Director of Geology No D 76 to D 16/6 Calls for a very early reply in connection with the Mallick

TYPING SECTION
15 JUN 1936
GEN. & REV. SECTT.

Mysore Emporium in Calcutta 6100

General & Revenue Secretariat. 100 File No. 335 of 193 5. [App. F. III–2

Serial No.	
	Letter D 3/6/36 from the Secretary, Mysore Ass^n, Calcutta suggesting the starting of a Show Room for the products of the Govt. Industrial concerns at Calcutta & requesting that a suitable building may be given to the Association where could exhibit one or two rooms for this work, keeping the rest for the Ass^n.
	(5) Dewan's order on the suggestion to open show rooms: — This suggestion may be considered. It strikes me as a good one well worth adopting" Sd MHV D 11.6.36
	(6) The Director of Ind^s has been already written to in regard to the suggestion (of Mr Mathieu) to open ~~show room~~ an emporium in Calcutta and requested to send the report on the subject. He is awaited. This letter will also be sent to the Dir of Ind^s in connection
	(7) Draft Sanction, for approval

TYPING SECTION. 19 JUN. 1936 GENL. & REV. SECTT.

KR. 16/6/36

Sd 17/6/36

Sec: Secy

Sd 17/6

MW. 18.6.36

Sd 18/6/36

NOTE—Contn. Sheet.

627 3 Mysore Emporium at Calcutta

The File No.	335 of 1936	General and Revenue Secretariat

Dft. Letter No. D. 7762 dt. 24-6-36, to Hon'ble Dte. — 4

Fds. for consideration extract of letter dt. 3.6.36 from the Secy. Mysore Association, Calcutta.

From the Director of Dte. — 5

Letter No. D. 2358 dt. 18/6

Submits proposals for starting a Mysore Emporium at Calcutta, Mr. Mehrick being entrusted with the sales agency on the terms offered to the Sales Agents at Bombay, at a total expenditure of Rs. 5400 a year.

8) The q.o. regarding the starting of the Emporium at Bombay is flagged 3

9) The Director recommends the starting of a similar Emporium at Calcutta, under the agency of Mr. Mehrick at a cost of Rs. 5400 per annum (Rs. 450 per mensem on account of rent staff etc) on the same conditions fixed in regard to that at Bombay for a period of two years. He proposes to send a further report after visiting Calcutta, as directed in letter dt. 16.6.36. Sabd for orders of the final report may be awaited

D

Sec. Dte. 15/7/36

24/6/36

9) The further report promised may be awaited. 24/6/36

Dev. Secy)

Sec. Dte. 27/6/36

Sec. Dte. 28 JUN 1936

Sec. Dte. 25/6

Sec. Dte. 26/6/36

6217 Nyasa Emporium at Calcutta

General & Revenue Secretariat. | File No. 335 of 1935. | [App. F. III–2

Serial No.

6 From the Director of Land Records No. S2. 355/35-36 dt. 8.8.36 forwarding a copy of a note submitted by the Post Master H.K. Ramunny re the starting of a Nyasa Emporium at Calcutta and stating that if Govt approve of the idea of organising an Emporium at Calcutta he would like to be selected in the matter.

(16) Submitted. The Director was asked in the last case to get into the question of the Chedambaram Chetties building at Calcutta also. This report is silent on that.

13/8 — DW Secy 13.8.36

(11) Amplification is necessary

HW. 14.8.36

7 From the Director of Land Records No. S2. 358/35-36 dt 12.8.36 forwarding a note of Mr. H.K. Ramunny re the propaganda for Nyasam Soaps by the Nyasam Associates, Calcutta and stating that a further report will be submitted on receipt of definite proposals from Mr. Ramunny.

(12) Submitted. The promised further report will be awaited.

18/8/36

13) Secy 18.8.36

NOTE—Contns Sheet.

19 Aug

5 731/37 Mysore Emporium - Calcutta

9/c File No. 335 of 1935

General and Revenue Secretariat

From the Dir of Ind.

Letter No D2/358/35-36 dt 2-8-37

States that the question of opening a Mysore Emporium at Calcutta may be deferred and that as regards genuine publicity to the Mysore goods, the Agents of the factories have been advertising our goods and the Publicity section of the Dept is also Co-operating with them and suggests that if additional publicity is necessary the services of the Mysore Association, Calcutta may be availed of for the purpose on suitable terms

2) The director suggests deferring the question of opening a Mysore Emporium at Calcutta till more experience is gained of the Mysore Govt Industries (under Bombay) direct control.

3) As regards publicity he is of opinion that sufficient advertisement is given by the Agents of the Govt Silk factory, and Soap factory and that the Department also is Co-operating with them and that if more publicity is necessary, the Mysore Association may be entrusted with the work on suitable terms. ~~Their suggestions may be sent over for the present and sent for perusal.~~

Dir. Ind. Mys. 11.8.37

DMK 10/8/37 Dom

792/111

2) The Mysore Govt may be asked to submit definite proposals in regard to the same as per their letter.

Sent to Dept 12/8/37 MM 12.8.37. 13.8.37 16.8.37

731/1333 Moore Emporium, Calcutta

General and Revenue Secretariat | I/c File No. 335 | of 1935 | [App. F. III—2

Serial No.

Subd with a d/f letter to the Associatn

Issue
20.8.37

8 To M.O.T. Iyengar Esq

No D. 1866 dt 24.8.37

Calls for definite proposal with full details.

from the President, Moore Association Calcutta.

letter dt 2.9.37.

Acknowledgs receipt of 8 and states that he will address again in the matter

Subd for perusal with refce

Further communicatn will be awaited

Issue
9.9.37

from Secy, the Moore Association, Calcutta

letter dt 15.1.38.

States that definite proposals have been sent to the Director of Ire on 5.10.36. and forwards a copy of the proposals.

The above reply has been received on a reminder from this Office.

The Director of Ire has not yet furnished addressed

NOTE.—Contn. Sheet.

WD 03594—GPB—30,000—13-7-35

7 3577/5729 Propaganda for Mysore goods in Calcutta.

Ire File No. 335 of 1938 General and Revenue Secretariat

the Govt with his opinion on the proposal
of letter to the Dir of Ire in
Secret. for orders. Issues 19.1.38
19.1.38

DEWAN'S OFFICE 30 MAR. 1938 No. 2637

To the Director of Ire
letter no. D. 5285 dt 24.1.38
Calls for his remarks on the proposals
sent by the Mysore Association, Calcutta
on the subject.

From the Director of Ire
D 2-358-35-36 dt 12.3.38
States that it is not necessary to open
show room at Calcutta and that in
view of his proposals to appoint Stockists
in important centres such expenditure
is neither necessary nor useful.
The file re appointment of
Stockists has been sent to Member
The Director does not favour
the idea of opening show Room at
Calcutta. Secy for orders

GEN. & R. SECRETARIAT

OFFICE OF THE SECOND MEMBER OF COUNCIL, 26 MAR 1938 No. 7147

22/3/38
Refer. to Dewan's minute in
the file.

4897 22/3

Dewan

30-3-38

26.3.38

Show Rooms at Calcutta for Mysore Goods

5/12/1

General and Revenue Secretariat | File No. | of 193 . | [App. F. III—2

Serial No.

Submitted for orders if the papers be filed

MMS 5/4/38 DMW

Draft letter to the Secy. of the Mysore Assocn, Calcutta, and to Mr. B.C. Mallick may be put up

KS 4/4

'A'

The Director in his letter dt 2.8.37 has reported that the question of opening a Mysore Emporium under the agency of Messrs Mallicks may be deferred.

Dft. letters are submitted as directed above.

MMS 6/4/38 DMW

The draft replies with Show Rooms if approved. Mr. Mallick's letter is dated 23-6-36, and a reply at this distance of time does not Show Rooms seem to be necessary.

KS 7/4

Dy Secy.)

7/4

MM. 7/4.

Issue KS 9/4

9

To the Secretary, Mysore Associated Chambers Calcutta

Letter No. D 8706 dt 9-4-38

States that it is not possible to open Show Rooms on the terms suggested by them.

5-12/2 7/4

NOTE—Contn. Sheet.

WD 0284—GPB—30,000—13-9-37

9

5/29

File No: of 193 .

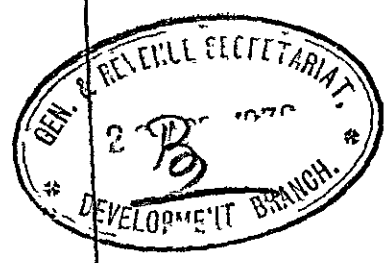
General and Revenue Secretariat

10

To — Sc. Mallick Esq
5. Dalhousie Square.
East, Calcutta

Letter No. D. 8166 of 24.4.08

State that the Govt. cannot consider the question at present.



Appendix F G—1]

SUBJECT.....

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Section 9 te

File No. 335-35

Serial No. 2

Diary No. of letter replied to.....

No. D. 7670

To

Dear Mr Wajid

I am desired to

state that Mr B. C.

Mallick has been to have

ideas in regard to the

starting of a Myore

Emporium in Calcutta

& to request you to kindly

submit proposals in the

matter after discussing the

matter with Mr Mallick and a study of

the question with a view to suggest ways and means

in favour of an early

reply is requested

Yours truly

16-6-36

for Secretary

General and Revenue Secretariat

( )

the 193 .

Date of issue 16. 6. 36

Signed by .....

and that question deserves examination. I am

List of enclosures.....

Copied by .....

Examined by.....

WD 03601—GPB—30,000—23-9-35

9. No. D 7670

GENERAL AND REVENUE SECRETARIAT

Bangalore, Dated, 16 . 6 . 36

Dear Mr.Wajid,

I am desired to state that Mr.B.C.Mallick has some ideas in regard to the starting of a Mysore Emporium in Calcutta and that the question deserves examination. I am to request you to kindly submit proposals in the matter after discussing the matter with Mr.Mallick and a study of the question on the spot during your visit to Calcutta.

The favour of an early reply is requested.

Yours sincerely,

AW

S.Abdul Wajid, Esq., B.A.,
Director of Industries and Commerce in Mysore,
Bangalore.

M. 33523523

16 JUNE 1936

5, Lake View Road,
Ballygunge Avenue,
C a l c u t t a,

3rd JUNE, 1936.

6100

Dear Sir Mirza,

1) May I take the liberty of writing to you about the Mysore Association in Calcutta which is an important social institution for Mysoreans resident in Calcutta ? As you may know, this Association has received recognition as well as financial aid from the Government of Mysore. His Highness the Maharaja has graciously given the Association an annual grant of Rs 100/-

2) Last year the Government of Mysore was pleased to give a donation of Rs 75/- and we had hoped that this donation would be continued for some time, at least till the Association is in a satisfactory condition financially. I much regret that this grant has been stopped this year as you will see from the letter received from the Secretary, Development Department (copy enclosed). We do not know the reason for the discontinuance of this grant. It is unfortunate, happening as it does at a time when the Association is not well off financially. I much hesitated to write to you about this; I have however taken the liberty to do so, knowing the kindly interest you have taken in this Association. May I request you to obtain from the Government, some financial aid to the Association ? I may tell you that the members have felt very grateful to the Government for all the help received.

3) I have one suggestion to make for your consideration with a view to give greater publicity to Mysore and commercial products. I have found that commercial people here as well as the public do not know of many of the manufactured goods, nor of the raw products from Mysore, and this is chiefly due to lack of publicity. It would be a very useful thing if some of the rooms of the Association are kept apart as show rooms for goods produced in Mysore and we could also exhibit enlarged photographs of places of interest in Mysore State, which would serve to attract tourist traffic in Mysore. These photographs would tell people that some of the most beautiful places in India are to be seen in Mysore. The show rooms would furnish details of the goods, their probable prices and the agency through which they could be obtained. This show room would be something similar to the exhibit rooms at the India House at Aldwych, London.

4) There could be little doubt that much publicity is needed here. I intended to start a show room like this on a small scale, but the present premises of the Association are not sufficient

Gen 6456 4

for this purpose. If the Government of Mysore could give a suitable building, the Association could take the charge of this publicity work and keep a set of rooms as show rooms and the other set of rooms for the use of the Association. I should be glad if you would consider the suggestion.

With cordial regards,

Yours sincerely,

M.O.T.Iyengar.

M.O.T.Iyengar.,

President,

Mysore Association

Sir Mirza M. Ismail, K.C.I.E., C.I.E., O.B.E.,
Dewan,
BANGALORE.

DEWAN'S OFFICE
12 JUNE 1936
No. M 1322

P.S.

Please ack receipt
letter & letter from the Asst
Secretary suggesting
that Mr. Iyengar may be asked to
attend.

Pass this on to Dev. Secy,
for further action as indicated
in the margin.

Ack'd. 11/6

Dev. Secy. to report with comments 13.0

11-6-36

11.6.36 D.S.D

with papers HW 12/6/36

5

COPY

GOVERNMENT OF HIS HIGHNESS THE MAHARAJA OF MYSORE
General and Revenue Secretariat.

Dated, Bangalore, 13/17th Feb. 1936.

No. G.6455 GM 123-35-2

From
The Secretary to the Government of His Highness
the Maharaja of Mysore,
Development Department.

To
The Secretary,
The Mysore Association,
P.219 Rashbehary Avenue, Kalighat,
Calcutta.

Sir,

With reference to your letter dated the 14th January 1936 requesting for the grant of a donation to the Association this year also, I am directed to state that Government regret they cannot continue the donation to this Association.

Yours faithfully,
Sd.
For Secretary to Government,
Development Department.

Appendix F G—1]

SUBJECT.....

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Section Jt E
File No. 335-35
Serial No. 4

Diary No. of letter replied to.....

No. D 7764/Encl.

To

General and Revenue Secretariat

( )

the *193* .

Date of issue 7/H/6/36

Signed by Mov. M.U

List of enclosures.....

Copied by .....

Examined by.....

Dear Mr Wajid,

In continuation of my D.O. letter No D 7670/Jt E 335-35-2 dt 16/6/36 regarding the starting of a Mysore Emporium in Calcutta, I am directed to forward herewith for consideration a copy of letter D 3/6/36 from the Secy, Mysore Assn, Calcutta, addressed to the Dewan in the matter as the suggestion contained therein appears to be a good one.

Yours sincerely

17/6/36

Mr S Awajid Esq BA

Dy Secy

WD 03601—GPB—30,000—23-9-35

7

D-7764

24.6
~~22nd~~ June 6.

Dear Mr. Wajid,

In continuation of my D.O.letter No.D 7670/I&C 335-35-2 dated 16th June 1936 regarding the starting of a Mysore Emporium in Calcutta, I am desired to forward herewith for consideration, extract of letter dated 3rd June 1936 from the Secretary, Mysore Association, Calcutta, addressed to the Dewan in the matter, as the suggestion contained therein appears to be a good one.

Yours sincerely,

S.Abdul Wajid,Esq.,.B.A.,
Director of Industries and Commerce in Mysore.

Ptc. 335-35-5

Telegraphic Address—"INDUSCOM."

GOVERNMENT OF MYSORE.

DEPARTMENT OF INDUSTRIES AND COMMERCE.

In reply please refer to No. D2. 368/35-36 Encl. one

Immediate.

OFFICE OF THE DIRECTOR,

Dated Bangalore, ... 18th June 1936.

FROM

S. ABDUL WAJID, ESQ., B.A.,

Director of Industries and Commerce in Mysore,
Bangalore (India).

22 JUN 1936

DEVELOPMENT BRANCH

To

M. VENKATANARANAPPA, ESQ., B.A.,
Secretary to the Government of Mysore,
Development Department, Bangalore.

SIR,

A Mysore Emporium at Calcutta.

I have the honour to forward herewith copy of letter dated 13th June 1936 received from Mr. Mallik, Proprietor, Messrs. Malliks, Calcutta, agents for the sale of our silks and sandalwood oil in Bengal, Bihar etc., requesting that he may be permitted to start a Mysore Emporium at Calcutta. He has been contemplating the establish-ment of such an Emporium for the past two years. He proposes to establish the Emporium on the same lines as those of the Mysore Emporium at Bombay. He estimates the expenditure at Rs 900/-a month and he undertakes to bear half of it - the other half to be borne by Government.

As Mr. Mallik already happens to be the Agent for the sale of the products of the ~~Soap Factory~~ Silk Factory and the Sandalwood Oil Factory, he requests that he may be supplied with the goods of the other industrial concerns, as Chamarajendra Technical Institute, Channpatna Industrial School, Industrial and Testing Laboratory, Porcelain and Electric Factories etc. As regards the supply of goods of the private manufacturers, he will make his own arrangements with them. Towards the security of the goods, he has undertaken to furnish the guarantee of a Bank. He will render necessary weekly accounts of sales and remit the amounts realised to our Bankers at Calcutta. If credit sales are conducted, he has undertaken to bear all risks himself.

Mr. Mallik also interviewed me in this connection and has explained to me the objects in view in organising the sale. The successful working of the Mysore Emporium at Bombay has created considerable interest in Northern Indian markets for the Mysore goods. This is really a good opportunity to open a similar Emporium in a prominent business locality at Calcutta.

The total expenditure involved will not exceed Rs 5,400/- a year. Our business relations with Mr.Mallik have been quite satisfactory and as he has undertaken to furnish the necessary guarantee, I should urge that the proposals of Mr. Mallik to start a Mysore Emporium at Calcutta may kindly be approved and that the terms offered to the Sales Agent of the Mysore Emporium at Bombay may be offered to Mr. Mallik also. Necessary agreements will be executed by him before instructions are issued to the concerns to send him goods to the extent of the Bank guarantee. This arrangement will hold good for 2 years in the first instance. As directed in the D.O.letter No. D 7670 Ptc/K dated 16.6.1936, I shall go into the question in greater

335-35-2

P.T.O.

detail during my visit to Calcutta and make a further report.

I have the honour to be,
Sir,
Your most obedient servant,

DIRECTOR.

BV2

Letter dated 13th June 1936 from Mr.Malliks, 5, Dalhousie Square, East, Calcutta, (Camp)Bangalore, to the Director of Industries and Commerce in Mysore, Bangalore.

Mysore Emporium.

During 1934-35, when we were experiencing considerable amount of difficulties in marketing Mysore Silk fabrics in Calcutta owing to combined efforts of the local dealers, I thought of having a Sales Depot of our own in the Hogg market area. Want of an economical place in that particular area made me drop the idea. A few months later, I made another attempt and with a rent of Rs 300/- per month for a small place, I calculated the monthly expenditure in the neighbourhood of Rs 600/- per month. I sounded the Government if the factory would share cost of such establishment with me, but your Government showed no keenness and I proceeded no further.

Although the Silk Sales have shown gradual progress during the last three years, it is clear that if we had better marketing arrangements, our sales would have been very much larger. Most of the silk dealers in Calcutta are enjoying too big a marginal profit by selling ~~maxginaxx~~ Japanese fabrics for which they have their own well-established buying centres throughout that Island. The rest are interested in cheaper silks of other Indian Mills and as such are in the habit of disturbing stockists of Mysore silks but small purchases of our fabrics and selling them at price below cost. A Sale Depot in a suitable place would be the only effective weapon against such dealers and we would sell more and more of it.

Happily the Dewan's suggestion of having a Mysore Emporium in Calcutta comes at the right moment. My idea of the Emporium is to have a sort of Salon where sales would be effected in a manner different from that in an ordinary shop. It would have the appearance of a well furnished drawing room, furniture and fittings being of Mysore origin as far as practicable, with all Mysore Products displayed in a special manner. Attached to it would be a place for toilet, a telephone booth and we shall even serve customers with free drink of Mysore Coffee. In short, the place will be made something uncommon to set Calcutta talking.

The recurring monthly expenditure - as will marginal/ details show - would come to a maximum of Rs 950/- and we are prepared to bear half this cost, in the first instance, for two years.

Rent inclusive of tax	Rs 400/450
Business tax	Rs 8/-
Electricity	Rs 30/-
Phone	Rs 20/-
In charge Sales man	Rs 75/-
2 Sales Girls	Rs 120/-
1 Salesman	Rs 40/-
1 Typist	Rs 30/-
1 Accountant	Rs 50/-
1 Cashier	Rs 40/-
1 Servant	Rs 20/-
1 Boy	Rs 15/-
2 Peons	Rs 35/-
	Rs 884/-
Petties	Rs 16/-
	Rs 900/ 950-

4

1. Goods other than those we have been holding Agencies for may be sent on consignment account full value of which will be guaranteed by our Bankers.

2. The Sales are to be effected as per prices fixed by your different departments and we shall be entitled to commission only.

3. A weekly sale statement along with sale proceeds would be sent either to your Bankers in Calcutta or in Bangalore.

4. The accounts are to be audited by a firm of qualified Accountants of standing every six months and their report to be forwarded to you.

5. Credit sales would not be encouraged but in case of absolute necessity, we shall be responsible for realisation and remittance within a fixed time limit.

'COPY',

Director.

BV18-6-1936

File 335-35-6

Telegraphic Address:—"INDUSCOM."

GOVERNMENT OF MYSORE.

DEPARTMENT OF INDUSTRIES AND COMMERCE.

8 AUG. 1936

DEVELOPMENT [illegible]

In reply please refer to
No. D2-358/35-36.
Encl. One

OFFICE OF THE DIRECTOR,

Dated Bangalore, 6th August, 1936.

FROM

S.G. Sastry, Esq., B.A., M.Sc., F.C.S.,
Ag. *Director of Industries and Commerce in Mysore,*
Bangalore (India).

To

M. Venkatanaranappa, Esq., B.A.,
Secretary to the Government of Mysore,
Development Department, Bangalore.

SIR,

Starting of a Mysore Emporium at Calcutta.

In continuation of this office letter of even number dated 18-6-1936 and with reference to your D.O. letter No.D.7670/I&C. 335-35-2 dated 16-6-1936, on the above subject, I have the honour to enclose herein a copy of the note submitted by the Assistant Director Mr. H.K. Ramiengar who had been instructed to study the question on the spot during his deputation to Calcutta.

If Government approve of the idea of organizing an Emporium at Calcutta and accept generally the terms offered by Messrs. Malliks subject to slight modifications that may be found necessary later on, I shall write to Mr. Mallik to be on the look out for securing a suitable building in the Lindsay Street opposite to the Hogg Market and write to me in the matter to take further action.

I shall call for concrete proposals from our Agents, both Messrs. Amritlal Ojha & Co., and Messrs. Malliks, regarding the propaganda work to be done at Calcutta, prior to the organisation of the Emporium and submit a report to Government for their orders.

I have the honour to be,
Sir,
Your most obedient servant,

Ag. Director.

ks)4.

ESTABLISHMENT OF A MYSORE EMPORIUM AT CALCUTTA.

During my stay at Calcutta, I made a careful study of the relative importance of the several business localities ~~at Calcutta~~ for starting the Mysore Emporium. I had ample opportunities of consulting in the matter our agents at Calcutta and several prominent businessmen and the Director of Industries, Bengal.

There are ~~three~~ four business localities where we can organise the Emporium for an effective display and also expect to do certain amount of business. ~~The~~ These are (1) the neighbourhood of the Grand Hotel, in the Chowringhee Road, (2) College Street, (3) Hogg Market & Lindsay Street and (4) Lake Avenue Extension.

When I was making enquiries at Calcutta I received the Director's telegram asking me to see if Mr. Chidambara Chettiar's buildings would be suitable for locating the Emporium. With considerable difficulty I was able to identify the buildings in question in the Central Avenue. The building is owned by the United India Life Assurance Company, Ltd., and Mr. Chidambara Chettiar is the Managing Director of the Company and he has also a controlling interest in its ~~affairs~~. This building is situated in the Central Avenue and ~~is already~~ will be completed shortly. All the accommodation available in the building has already been leased out and a certain amount of space is available only on the fourth floor of the building. For an emporium organised for display and sale, the fourth flour is absolutely of no use. Moreover, the neighbourhood of the building is not also a business locality. Further the rent demanded is very prohibitive ranging between Rs.10 to 12 per square foot per annum. 2½ floors of this building have been taken away by Messrs. Seimen and Co., and firms like Agfa, Havero Trading Co., etc. have taken the rest.

Of the other four localities referred to above, Lake Avenue Extension has been recently formed and it is becoming a fashionable centre attracting large crowds during evenings. As this is not a business centre, it is not likely that the Emporium will secure good sales. If the Depot is organised in the College Street which is mostly visited by Indian customers, we are not likely to get the custom of the European and high class Indians. The neighbourhood of the Grand Hotel in Chowringhee is labouring under this disadvantage that the middle class Indian intellegentia are not likely to visit this place. This is borne out in the case of the Em Depot opened by the Bengal Home Industries Association subsidised by the Bengal Government. While it has been able to secure the custom of European and rich Indians, the middle class people are not visiting the Depot in large numbers.

From a business point of view, the Hogg Market affords great facilities. But it is very difficult to secure suitable accommodation. Effective display of our goods is not possible. Ladies of respectable Indian families are reluctant to go inside the market during business hours.

Having regard to all aspects of the question, it would meet with our requirements if the Emporium is opened in the Lindsay Street just opposite to the Hogg Market. This particular street is resorted to by all class of population, viz., Europeans, Anglo-Indians, Indians of all classes. Even purdah ladies will visit shops in the Lindsay Street. But it may be difficult to secure accommodation just when we require. It is therefore necessary to instruct our agents to be on the look out to secure proper accommodation whenever it is available. The rent we have got to pay may range anywhere between Rs.200/- to Rs.400/- per month depending upon the extent of accommodation available.

If Government approve the idea of organising an Emporium at Calcutta on the terms offered by Messrs. Malliks, it would be possible to instruct Mr. Mallik to be on the look out for accommodation and to enter into definite arrangements with the owners of the building whenever shops in the Lindsay Street fall vacant. Without definite instructions, it would be very difficult for the agents to take any initiative in the matter,

As it is likely to take some time before the Emporium is started in the Lindsay Street, it is submitted for consideration that more intensive propaganda may be carried on at Calcutta for giving wide publicity to our several products. The experience gained by the working of the Mysore Emporium at Bombay would stand us in good stead in organising a similar emporium at Calcutta. Meanwhile we may call for concrete proposals from our agents both Messrs. Amritlal Ojha and Co., and Messrs. Malliks regarding the propaganda work to be carried on at Calcutta.

Copy.

H.K. Ramiengar
Assistant Director.
7/8/36

ks)3.

I & C - 335-35-7

Tels.—INDUSCOM

Codes used—A.B.C., 5th Edn., Bentley's.

GOVERNMENT OF MYSORE

Department of Industries and Commerce.

SECRETARIAT
13 AUG. 1936
DEVELOPMENT BRANCH

MR. S. G. SASTRY, B.A., M.Sc., F.C.S.,
Mr. A. V. Ramanathan, B.A.,
Director.

OFFICE OF THE DIRECTOR,

D. O. No. D2.358/35-36.

Bangalore, dated...12th August 1936.

Dear Mr. Venkatanaranappa,

Reference:- Mysore Association, Calcutta - Propaganda for Mysore goods.

*****

With reference to your D.O.letter No.D.7764/I&C.335-35-4 dated 24th June 1936 on the above subject, I am sending herewith, for your kind information a copy of the Note submitted by the Assistant Director (Mr. H. K. Ramiengar). He had been instructed to make needful enquiries in the matter during his deputation to Calcutta. It is seen from his note that the Association is now located in a rented building far from business locality and that the Chairman and the Secretary of the Association have an idea of shifting the premises to a prominent business locality and of undertaking some propaganda work in Calcutta in favour of the Mysore goods. They were not able to offer any definite proposals for consideration regarding the terms or the lines on which they would undertake this work. They have agreed to send definite proposals in consultation with the Members of the Managing Committee. I have reminded them in the matter. On hearing from them, I shall submit a further report to Government.

Yours sincerely,
S. G. Sastry

M. Venkatanaranappa, Esq., B.A.,
Secretary to Government,
Development Department, Bangalore.

BV

Note on the suggestions received from the Mysore Association Calcutta for giving publicity to the Mysore products.

The Secretary to the Mysore Association, Calcutta, some time ago made a reference to Government pointing out the lack of publicity in Calcutta in favour of the Mysore goods and offering the services of the Association for keeping show cases in the premises of the Association and also for exhibiting photographs of places of interest in the State with a view to attract the tourist traffic.

During my deputation to Calcutta I met the Chairman and Secretary of the Mysore Association Mr. M.O. Tirunarayana Iyengar and Mr. R. Masti and had a discussion with them on the subject. The Association have taken on rent some accommodation in a building in Rash Behari Avenue. The number of members at present is about 70. The Association is not a registered body. I learnt from the Chairman that the Government had sanctioned a small grant to the Mysore Association last year and that he was also in receipt of a grant from the Palace. The Chairman and the Secretary have an idea of shifting the premises of the Association to a prominent business locality and of offering their services to us for the display of our articles. They also desire to conduct retail sales of the same in the premises of the Association. They expect a suitable subvention or grant from Government which they propose to utilise towards the rent for the accommodation leased by them and any extra amount that may be required would be made good by the Association.

They gave me to understand that they would work in co-operation with our agents without causing them any inconvenience and appoint paid staff to attend to the retail sales and to be in charge of the show cases. On my request for their definite terms of business, they were not able to offer any.

4/

The Chairman told me that he would consult the members of the Managing Committee of the Association regarding their views for shifting the premises to a prominent business locality on enhanced rent and for undertaking the propaganda work and forward the resolutions of the Committee along with their terms of business to enable us to take further action in the matter.

23rd July 1936.

Assistant Director.

Tele { Phone 211—City.
Grams —Induscom.

In reply please quote No. date and brief title

DEPARTMENT OF INDUSTRIES AND COMM[illegible]

5 AUG

DEVELOPMENT SECTION

From (Name) M.S.Ramchendra Rao, Esq., B.A.,

Designation Director of Industries & Commerce in Mysore

Station Bangalore.

To

M.Venkatanaranappa, Esq., B.A.,
Secretary to the Government of Mysore,
Development Department,
Bangalore.

No.D2/358/35-36. Dated 2nd August 1937.

Encls.

Spare copies.

SIR,

Subject:- Mysore Association, Calcutta - Propaganda for Mysore Goods.

With reference to the correspondence ending with your letter No.D.681/I&C.355-35R dated 22nd July 1937 on the above subject, I have the honor to state that I have gone into the question of opening a Mysore Emporium at Calcutta and also the question of securing publicity there, for our goods. I am of the opinion that the establishment of a Mysore Emporium at Calcutta as proposed in this office letter dated 18-6-1936, may be deferred till we get more experience of the "Mysore Government Industries", Bombay, working under our direct control.

As regards publicity for our goods in Calcutta, I may state that the Agents of the Government Silk Factory, Sandalwood Oil Factory, and Soap Factory

p.t.o.

have been advertising our goods in their respective lines and the Publicity section of the Department has also been co-operating with them in this connection. If Government consider that additional publicity is necessary, I would suggest that the services of the Mysore Association may be availed of on suitable terms.

I have the honor to be,
S i r,
Your most obedient servant,

M Sreenivasan

Director.

ATR)2.

Appendix F G—1]

SUBJECT .....

.....

.....

Section 9 c

File No. 335-35

Serial No. 8

Diary No. of letter replied to.....

No. D 1866

To

M. O. T. Iyengar Esq

President, Mysore Associah

5, Lake View Road,

Ballygunge Avenue

Calcutta

General and Revenue Secretariat

( )

the 193 .

Date of issue..... 24-8-37.....

Signed by ..... Mr K. Subba Rao

for The Dewan

Sir,

With reference to the correspondence ending with paragraphs 3 and 4 of your letter dated 3rd June 1936 in regard to adequate publicity to Mysore and the Commercial products & Industrial Concerns of the State, I am directed ~~to refer to paragraph 3 of your letter and to~~ request you to formulate definite proposals with full details in the matter.

List of enclosures.....

Copied by .....

Examined by.....

24/8

and to furnish them to
the
Govt. for Consideration of a not
^
I have the
Yours faithfully
4
20.8.87
Dev - Very

GOVERNMENT OF HIS HIGHNESS THE MAHARAJA OF MYSORE

General and Revenue Secretariat

No. D 1866.

Dated, Bangalore, ~~24th August 1937~~.

From

The *Secretary to the Government of His Highness the Maharaja of Mysore, Development Department.*

To

M.O.T. Iyengar, Esq.,
President, Mysore Association,
5, Lake View Road,
Ballygunge Avenue,
Calcutta.

Sir,

With reference to paragraphs 3 and 4 of your letter to the Dewan dated 3rd June 1936 in the matter of giving adequate publicity to Mysore and the commercial products of Industrial concerns of the State, I am directed to request you to formulate defenite proposals with full details for the consideration of Government.

I have the honor to be,
Sir,
Your most obedient servant,

Jain 8/6/

for Secretary to Government,
Development Department.

TRM.2

6 SEP. 1937
DEVELOPMENT BRANCH

5, Lake View Road,
Calcutta, 2nd September 1937

The Secretary to the Government of Mysore,
Development Department,
Secretariat,
Bangalore.

1333

Sir,

I have the honour to acknowledge receipt of your letter No. D 1866/ I & C 335-35-8 dated the 24th August and to state that I shall address you again in this matter.

I have the honour to be,
Sir,
Your most obedient servant,

M.O.T.Iyengar.

M.O.T.Iyengar
President,
Mysore Association,
Calcutta.

Sent for perusal with reference to further communication will be awaited

THE MYSORE ASSOCIATION

24 3800 D

PATRON :
H. H. SRI KRISHNARAJENDRA WODAYAR BAHADUR,
G. C. S. I., G. B. E.,
MAHARAJA OF MYSORE.

VICE-PATRON :
AMIN-UL-MULK SIR MIRZA M. ISMAIL, K. C. I. E., O. B. E.
DEWAN OF MYSORE.

PRESIDENT :
M. O. T. IYENGAR, B. A., F. Z. S.

VICE-PRESIDENT :
B. K. RAMACHAR.
SECRETARY :
C. SUBBA RAO.
TREASURER :
R. SHAMANNA

P-219, RASH BEHARY AVENUE
KALIGHAT,
CALCUTTA.

January 15th., 1938.

To
The Secretary to the
Government of His Highness
the Maharaja of Mysore,
Development Dept.,
General & Revenue Secretariat,
BANGALORE.

Dear Sir:-

Re:- Propaganda for Mysore Goods.

Thank you for your letter No.D.4683/I & C.335-35-R dated 3rd January/1938 addressed to the President of the Association.

Definite proposals for opening a show room or museum to exhibit Mysore goods were sent to the Director of Industries and Commerce in Mysore, Bangalore, on 5th October, 1936.

It appears from your letters that these proposals have not been submitted to the Government. I am, therefore, enclosing a copy of our proposal sent to the Director of Industries & Commerce, and await the consideration of Government.

Yours faithfully,

SECRETARY

Enclo:-

Re: PublicityProposals.

The Managing Committee have pleasure in forwarding the following proposals for opening a showroom or museum' to exhibit the various aspects of the arts and crafts of Mysore State, its raw and manufactured products, the culture of the perople, the health resorts, places of natural beauty and of historic interest in the State. This is really much in need because very little is known in Northern India about Mysore and its products. This would be solely a measure of publicity for Mysore in all its different aspects so that the State would be better known and its products better advertised. It aims at obtaining publicity for:-

(1) The Government of Mysore, its administration etc.,
(2) Such raw and manufactured products of Mysore, industrial and commercial, as well as cottage industries,
(3) Places of interest in Mysore from the points of view of:-
    (a) Health resorts
    (b) Natural scenery and beauty, and
    (c) Places of historical interest.

We consider that a public body like the Mysore Association Calcutta, is best fitted to take charge of this work. It is not our intention to run a sales organisation, but to furnish any information to persons desiring it, regarding the actual manufacturers, the dealers of the local agents.

The present premises of the Mysore Association in Calcutta are too small to accommodate the proposed showroom. If the Government of Mysore approve of our proposals on the lines suggested and also provide the necessary financial aid to meet the additional expenditure involved, we shall be pleased to take charge of this work.

The financial assistance that the Association would require for this work would be as under:-

Rent.	..	Rs. 100/-
Pay of a Clerk/Typist.	..	" 35/-
Servant for the showroom	..	" 15/-
Electric charges	..	" 10/-
Sweeper	..	" 4/-
Telephone	..	" 18/-
Stationery	..	" 8/-
Postage and contingency.	..	" 10/-
Total per month:-		Rs. 200/-

Or Rs. 2,400/- per year.

In addition to afore mentioned anticipated recurring expenditure, certain initial non-recurring expenditure has to be met. These are:-

Show cases, Furniture and fittings, office equipment etc.,

This non-recurring expenditure is estimated at approximately Rs. 1000/-.

The property of Government would be insured against fire and burglary.

The scheme will be under the direction and control of a sub-committee of the Mysore Association consisting of the President, the Secretary and three other members who will hold office for a period of three years in the first instance and would include any nominees of the Government of Mysore.

P.T.O.

The Government of Mysore could satisfy itself as to the proper conduct of the scheme by periodical inspection by any of its officers and by audit of the accounts connectednwith this scheme.

We trust these proposals will receive due consideration.

"Copy".

Mysore,
Dated, 5th Nov '37.
A.M.)

Yours [illegible],
Chikka Rao.
Hony: Secretary
Mysore Association.

Appendix F G—1] 4

SUBJECT .....

.....

.....

Section 9c

File No. 336 – 35

Serial No.

No. D 5235.

Diary No. of letter replied to.....

To The Director of Ind. & Supply Propaganda for Mysore Goods in Calcutta

Sir,

I am directed to invite reference to the correspondence resting with your letter no. D2-358/35-36 dt. 2.8.37 on the above subject and to state that the Secretary of the Mysore Association, Calcutta has ~~addressed to this office~~ written in his letter dated 15th Jan 1938 that definite proposals in the matter have been sent to you as per ~~letter~~ his letter dated the 5th October 1936.

I am therefore to request

General and Revenue Secretariat

( )

the *193*

Date of issue 24-1-38

Signed by Udr K Srinivasan

'R'

List of enclosures.....

Copied by G.V. 24.1.38

Examined by.....

Sd
You to kindly ~~appreciate~~ favour
Govt with your remarks on the
proposal early.

Thanking

Yours
9-1-38
Dev. Secy

GOVERNMENT OF HIS HIGHNESS THE MAHARAJA OF MYSORE

General and Revenue Secretariat

No. D 5235/ 9/c

Dated, Bangalore, ~~21st January~~ 24 *193*8.

From

M. Venkatanaranappa, Esquire, B.A.,
Secretary to the Government of His Highness the Maharaja of Mysore,
Development Department.

To

M.S. Ramchendra Rao, Esquire, B.A.,
Director of Industries and Commerce in Mysore,
Bangalore.

Sir,

Propaganda for Mysore Goods in Calcutta.

I am directed to invite reference to the correspondence resting with your letter No. D2-558/35-36 dated the 2nd August 1937 on the above subject and to state that the Secretary of the Mysore Association, Calcutta has written in his letter dated the 15th January 1938 that definite proposals in the matter have been sent to you as far back as the 5th October 1936. I am therefore to request you to kindly favour Government with your remarks on the proposals early.

I have the honor to be,
Sir,
Your most obedient servant,

fair copy!

16. 21/1

for Secretary to Government,
Development Department

P.H.

Tele { Phone No.—2004.
Grams—INDUSCOM.

In reply please quote number, date & short title

Ir 335-35-8

31

GOVERNMENT OF MYSORE

DEPARTMENT OF INDUSTRIES AND COMMERCE.

FROM (Name) M. S. Ramchendra Rao, Esq., B.A.,

(Designation) Director of Industries and Commerce in Mysore,

Station Bangalore.

To

M. Venkatanaranappa, Esq., B.A.,
Secretary to the Government of Mysore,
Development Department, Bangalore.

No. D2-358--35-36

Dated 12th March 1938

Enclosures.....

.....

SIR,

Show Room at Calcutta.

With reference to your letter No.D.5235/I:&.C.335-35 dated 24th January 1938 calling for my remarks on the proposals of the Mysore Association, Calcutta for running a showroom on the lines proposed in their letter dated 5th October 1938, I have the honour to state that it is not necessary to open show rooms in Northern India for the reasons mentioned in my report to Government regarding opening of show rooms in Delhi and Cawnpore - Vide my letter No. D2-3--37-38 dated 5th February 1938.

2. The Association intends doing more of propaganda and publicity work than act as a sales organisation. Their terms of business appear to be to get assistance from Government in the shape of a grant of Rs.200 per mensem and an initial contribution of about Rs.1000 for show cases and fittings. I consider such expenditure neither necessary nor useful for the present in view of my proposal to appoint stockists for our articles in important centres submitted in my letter No.D2-3--37-38 dated 14th February 1938 on which I am awaiting the orders of Government.

I have the honour to be
Sir
Your most obedient servant

M Ramchendra

Director.

mai

Appendix F G—1]

SUBJECT Opening of a Show Room at Calcutta for Mysore Goods

Section 9+C
File No. 335-35
Serial No. 9

Diary No. of letter replied to.....

No. D8106

To
The Secretary,
The Mysore Association
P-219, Rash Behary Avenue
Kalighat
Calcutta

General and Revenue Secretariat

( )

the 193

Date of issue..... 18·19·4·38

Signed by ..... W. K. S.

Sir,

With reference to the correspondence ending with your letter dated 15th January 1938 on the above subject, I am directed to state that Government are unable to agree with your proposal ~~do not consider it desirable to open~~ as there is no need to open show rooms for propaganda of Mysore Goods at Calcutta in the interests of the country.

Govt. regret it not possible to open

I have the honour to be,
Sir,
Your faithful servant,

for Secretary.

List of enclosures.....

Copied by .....

Examined by.....

GOVERNMENT OF HIS HIGHNESS THE MAHARAJA OF MYSORE

General and Revenue Secretariat

Dated, Bangalore, 18th April *193*8

No. ಡಿ೪106/೨೮ ೩೨೦-೩೦-೨ 15

From

The *Secretary to the Government of His Highness the Maharaja of Mysore,*
Development Department.

To The Secretary,
The Mysore Association,
P.219, Rash Behary Avenue, Kalighat,
Calcutta.

Sir, Subject - Opening of a show room at Calcutta for Mysore Goods.

With reference to the correspondence ending with your letter dated 15th January on the above subject I am directed to state that Government regret it is not possible to open show rooms for propaganda of Mysore goods at Calcutta on the lines recommended by you.

Yours faithfully,

18/4

for Secretary to Government,
Development Department.

ACH.2.

Appendix F G—1]

SUBJECT .....

.....

.....

Section 9+C

File No. 335-35

Serial No. 10

No. 28166

To

B.C. Mallick Esq

5, Dalhousie Square

East, Calcutta

Diary No. of letter replied to.....

General and Revenue Secretariat

( )

the *193*

Date of issue 21.4.38

Signed by .....

Sir,

With reference to your letter dated 13th June 1936 to the Director I&C making certain ~~proposals~~ suggestions for opening a Moore Emporium at Calcutta, I am directed to state that Govt regret that the question cannot be considered at present. ~~The proposals made by you cannot be considered at present.~~

List of enclosures.....

Copied by .....

Examined by.....

Yours faithfully,

16/4

for Secretary

WD 0521—GPB—30,000—12-3-37

GOVERNMENT OF HIS HIGHNESS THE MAHARAJA OF MYSORE.

General and Revenue Secretariat

Bangalore, Dated,..... 18th April 1938.

No. W 8166/38-39 835-35-10

From

The *Secretary to the Government of His Highness the Maharaja of Mysore,*
Development Department.

To B.C.Mallick,Esq.,
5, Dalhousie Square,
East, Calcutta.

Sir,

With reference to your letter dated 13th June 1936 to the Director of Industries and Commerce making certain suggestions for opening a Mysore Emporium at Calcutta, I am directed to state that Government regret that the question cannot be considered at present.

Yours faithfully,

for Secretary to Government,
Development Department.

ACH.2.

GOVERNMENT OF HIS HIGHNESS THE MAHARAJA OF MYSORE

General and Revenue Secretariat

No. 78-166/Dec 335-35-10 Bangalore, Dated, 18th April 1938. 21

From

The *Secretary to the Government of His Highness the Maharaja of Mysore, Development Department.*

To B.C.Mallick,Esq.,
5, Dalhousie Square,
East, Calcutta.

Sir,

With reference to your letter dated 13th June 1936 to the Director of Industries and Commerce making certain suggestions for opening a Mysore Emporium at Calcutta, I am directed to state that Government regret that the question cannot be considered at present.

Yours faithfully,
K Srinivasan
for Secretary to Government,
Dev Development Department.

ACH.2.